

CORRECTED VERSION

(19) World Intellectual Property Organization
International Bureau(43) International Publication Date
6 April 2000 (06.04.2000)

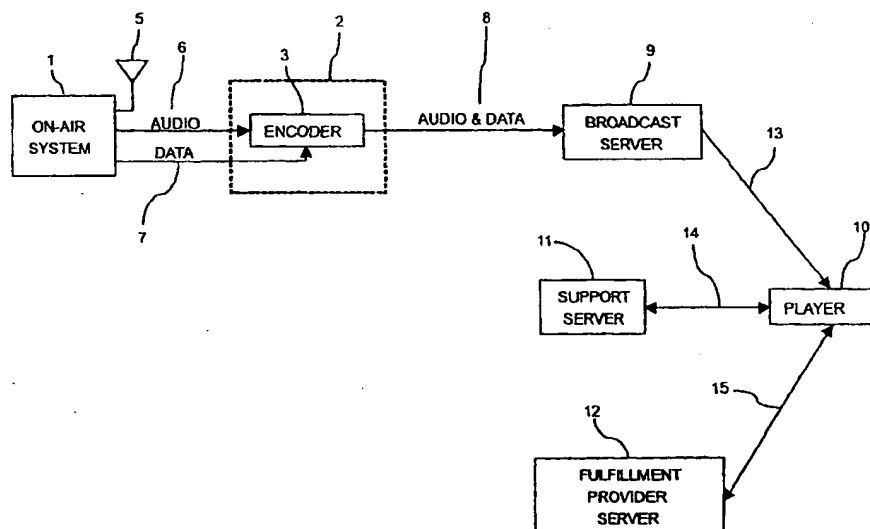
PCT

(10) International Publication Number
WO 00/19647 A3

- (51) International Patent Classification⁷: H04H 1/02, 1/00 (74) Agent: LAURENSEN, Robert, C.; Lyon & Lyon LLP, Suite 4700, 633 West Fifth Street, Los Angeles, CA 90071-2066 (US).
- (21) International Application Number: PCT/US99/21234
- (22) International Filing Date:
22 September 1999 (22.09.1999) (81) Designated States (*national*): AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
09/163,288 29 September 1998 (29.09.1998) US
- (71) Applicant: RADIOWAVE.COM, INC. [US/US]; Suite 310 South, 1501 Woodfield Road, Schaumburg, IL 60173 (US).
- (72) Inventors: CAO, XiWei; 230 E. Ontario #2206, Chicago, IL 60611 (US). PRICE, Edwin, C.; 3270 N. Lake Shore Drive #14E, Chicago, IL 60657 (US). KIM, Mike, H.; 816 Ramsgate Court, Naperville, IL 60540 (US). WALSH, John, S.; 3946 N. Fremont #3, Chicago, IL 60613 (US).
- (84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).
- Published:
— With international search report.

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR COORDINATING A VISUAL DISPLAY WITH AUDIO PROGRAMMES BROADCAST OVER A COMMUNICATIONS NETWORK



(57) Abstract: A system and method of coordinating a visual display with audio advertisements broadcast over a communications network such as the Internet is provided. A run-time procedure in which the visual display is retrieved and concurrently displayed at about the time the audio advertisement is broadcast is described. In addition, a set-up procedure, in which scheduled broadcast times for the audio advertisements are captured and provided for use in scheduling the broadcasts of the corresponding visual displays, is also described. The system and method can be beneficially employed in other environments, such as the case in which a first audio, visual, or audiovisual segment or stream is coordinated with a predetermined second audio, visual, or audiovisual segment or stream, and a selected one of the first and second segments or streams includes or comprises advertising material.

WO 00/19647 A3



(88) Date of publication of the international search report:
21 September 2000

(15) Information about Correction:
see PCT Gazette No. 15/2001 of 12 April 2001, Section II

(48) Date of publication of this corrected version:
12 April 2001

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

INTERNATIONAL SEARCH REPORT

In tional Application No

PCT/US 99/21234

A. CLASSIFICATION OF SUBJECT MATTER
IPC 7 H04H1/02 H04H1/00

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 7 H04H G06F H04L

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 98 21664 A (INTERACTIVE BROADCASTER SERVIC) 22 May 1998 (1998-05-22)	1-4,6, 12-14, 16-26, 28-40
Y	page 3, line 6-24 page 4, line 14 -page 5, line 5 page 8, line 28 -page 9, line 26 page 11, line 20-28; claims 1,4-14; figures 1,8	5,15,27
X	EP 0 847 156 A (WOLFE ROBERT L) 10 June 1998 (1998-06-10)	1,2,6,7, 14, 16-23, 28-40
	column 3, line 46 -column 5, line 1 column 6, line 5-11 column 6, line 44-55 column 7, line 7-14; figures 1,2	
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☒ Further documents are listed in the continuation of box C.

☒ Patent family members are listed in annex.

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- "&" document member of the same patent family

Date of the actual completion of the international search

24 May 2000

Date of mailing of the international search report

30/05/2000

Name and mailing address of the ISA

European Patent Office, P.B. 5818 Patentlaan 2
NL - 2280 HV Rijswijk
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,
Fax: (+31-70) 340-3016

Authorized officer

Pantelakis, P

INTERNATIONAL SEARCH REPORT

In ternational Application No
PCT/US 99/21234

C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5 774 664 A (HIDARY JACK D ET AL) 30 June 1998 (1998-06-30) column 4, line 28 -column 10, line 7; claims 1-3; figures 1,2,4 -----	5,15,27

INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

PCT/US 99/21234

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		AU 7181498 A	03-06-1998
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